



8 REASONS WHY EMAIL MARKETING IS IMPORTANT





WHAT IS EMAIL MARKETING?



Email marketing is a form of direct marketing that uses email to promote your business's products or services. It can help make your customers aware of your latest items or offers. It can also play a pivotal role in teaching folks about your brand or keeping them engaged between purchases



If a business wants to communicate with a customer, the best way to do it is through an email.

According to Hubspot, 86% of consumers would like to receive promotional emails from companies they do business with at least monthly (with 15% preferring daily emails).

Emails are the quickest way to announce a sale, share company news, or remarket to previous customers.

Recent research found that email marketing is popular across generations, enabling businesses to reach broad audiences effectively and inexpensively.



Types Of Email Marketing Campaigns

1. Newsletters

Newsletters are effective for keeping your customers tuned into your brand. They typically contain an intro, description, and links with images informing customers regarding new products or services, industry news, important announcements, or any changes in your business that you wish to convey.

2. Welcome Messages

These emails are typically sent out to first-time clients after online registration but are also used for sales generation, lead follow up, or brand awareness. A welcome message usually works best when combined with a special offer to further generate customer interest or action.

3. Anniversary or Birthday Messages

This campaign boosts customer retention and loyalty. This type of email highlights milestones important to the brand or the customer and is usually accompanied by a special promo or discount code that they can use.

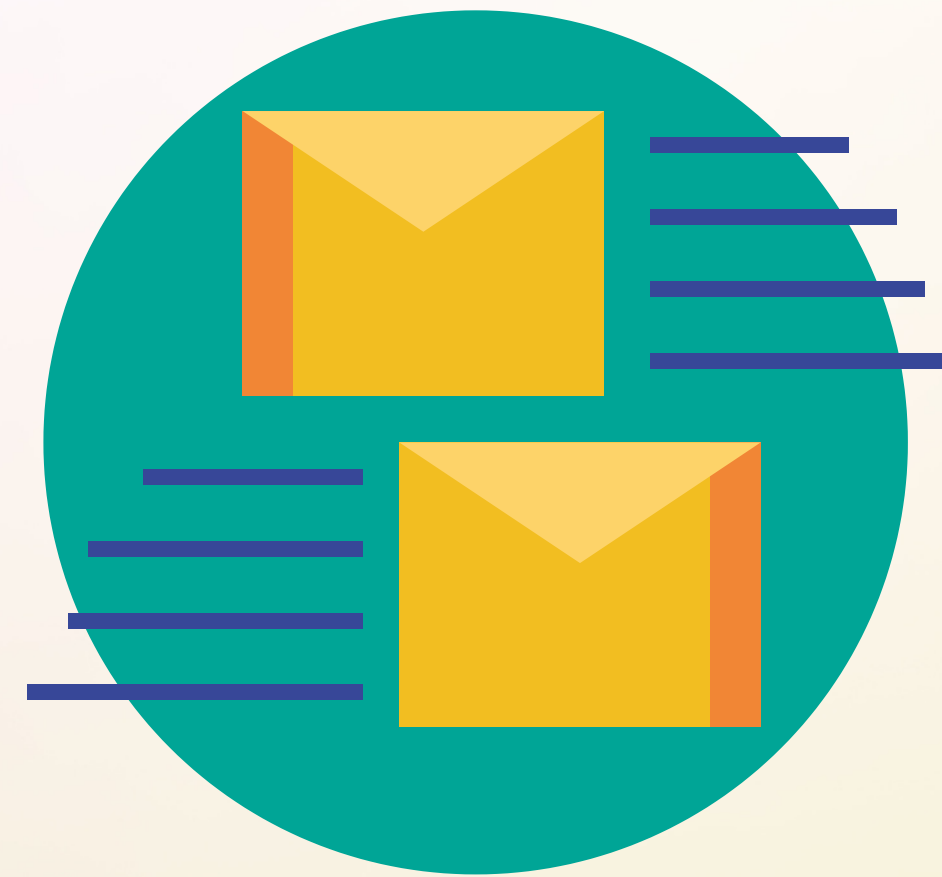
4. Limited Time Offers

This email campaign is used to target customers in sales, especially those who have purchased similar items or those who have not completed their purchase. These emails also come with promotional codes or discounts that expire within a certain timeframe.

5. Abandoned Cart Emails

Again, for those involved in e-commerce, sending an email about an abandoned cart can encourage customers to complete their purchases. These emails can be automated messages that ask the customer to complete their purchase within a specific timeframe.





TOP 8 REASONS ON THE IMPORTANCE OF EMAIL MARKETING AND HOW THEY CAN HELP YOUR BUSINESS:

1. Stay in contact with your audience

Emails have the ability to keep your customers informed. Consumers are capable of checking their email when it is convenient for them. It can give them a feeling that you are thinking of them. This email can be as simple as saying: "Hi, you're on our mind, here is a special offer!" or "Here is an update on what has been going on here in recent weeks." Those that have signed up to your email list have already made a commitment to receive these notes. So they will likely enjoy these emails (as long as you give them something worth reading) and it will boost engagement with your customers.

2. Reach customers in real-time

According to Litmus, 54% of all emails were opened on a mobile device. This is significant and should come into play when planning any marketing strategy. More and more consumers are using their mobile devices to access not only emails but all other types of media and information. Not only that, well-designed emails produce higher conversion rates on mobile than any other medium. Hit 'em on the go!

3. People engage with emails

Most email marketing tools offer the ability to track what happens after you have sent out your email campaign. You can track delivery rates, bounce rates, unsubscribe rates, click through rates, and open rates. This gives you a better understanding of how your email campaigns are working, which ones to tweak or which ones to get rid of altogether. These metrics should not be ignored. They are an important part of your internet marketing campaign as a whole. While there are various studies and surveys that present “optimal” numbers to aim for, it all depends on your industry and target audience.

4. It's affordable

Yes, we know you were waiting for us to address this one. You can reach a large number of consumers for less than pennies per message. The cost per (possible) conversion is so low with email marketing, I cannot believe every company does not participate, or engage more often.

Email marketing services such as SendGrid costs \$0.0006 cents per message at their Platinum Marketing Email level. Mail Chimp allows you to send up to 12,000 emails a month for free.

5. Email marketing is easy to measure

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6. Allows for targeted messaging

Now let's talk about the importance of email marketing when it comes to lead nurturing – sometimes referred to as email lead marketing. The main idea here is that your potential customers are at different stages of the buying cycle. Some may be in the consideration stage, while others may be at the research and compare stage, and even others in the ready-to-purchase stage. Creating buyer personas can help you determine what kind of content to create for each step.

7. Increase brand awareness

Nope, social media isn't the only platform that helps a company's brand awareness. Possessing a customer or prospect's email address means one thing: they showed a level of interest in your business. Email marketing gives you the ability to increase that interest level, that brand awareness, by staying top of mind. This doesn't mean to send four daily emails to every single customer. That's actually a great way to get customers to hate you... Instead, try some email marketing that promotes your activeness in the local community.

8. It's timely

Speaking of sell, sell, sell...

Yes, one of the benefits of email marketing can be to sell your products, if you approach it in the correct fashion. It's important to use all the customer data and information you can. Sending customers a special offer on their birthday, or letting them know their favorite dish is half off is much more effective than simply sending them a menu.

This email marketing strategy also can incorporate seasonal offers, allowing you to promote a holiday special or an annual sale. Be sure to create a sense of urgency for any offer – customers are much more likely to purchase when a deal is ending soon.



To learn more about this , visit the best digital marketing training institute in Bangalore .

Thank You !

